

Branch Name:	Management
Program Code:	MS101
Course Title:	Business Communication-I
Course Code:	21-AEC151-1C

Course Objectives:

1. Enable students to develop new perspectives and equip themselves to meet the demands of a fast-changing world where technology and globalization and other forces have dramatically changed the practice of business communication in recent years
2. Enhance proficiency and competencies in verbal and non- verbal communication skills with a holistic long-term perspective
3. To develop effective writing skills so as to enable students to write in a clear, concise, persuasive.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
1	1	0	2	25	25	-	-	50

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	Introduction to Business Communication, characteristics of effective organizational communication, basic forms of communication, process of communication, Barriers to Communication, Principles of effective business communication- Email Etiquettes-New age communication channels.	15	50%
2	Business Letters: Need, Functions and Kinds of Business Letters – Essentials of an Effective Business Letter – Layout – Appearance – Size – Style – Form and Punctuation. Request Letters – Responses to Letters – Refusal Letters Report Writing: Report – Importance – Types of Business Reports – Characteristics of a Good Report – Preparing a Report.	15	50%
	Total Hours	30	100%

Text Books:

- Pal R. (2012) Business Communication, Sultan Chand & Sons Publication.
- Bisen V. & Priya (2019), Business Communication, New Age International.
- M.K. Sehgal & V. Khetrpal - Business Communication (Excel Books).
- Chaturvedi P.D. (2006) Business Communication, Pearson Education.

Reference Books:

- Lesikar RV & Pettit Jr. JD (2018), Basic Business Communication: Theory & Application, Tata Mc Grow Hill.
- Tayler Shinley (2016), Communication for Business, Pearson Education

Course Outcomes (CO):

1. Understand the scope of communication and learn its importance and implication strategies.
2. Use different forms of written communication techniques to make effective internal and external business correspondence.
3. Produce different types of reports with appropriate format, organization and language.

Mapping of CO with PO and PSO

Course Outcomes	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1
CO1		H		M	L	M	L	M
CO2	H	H		L		M		
CO3	H	H	H				L	H

H: High, M: Medium, L: Low